



# GET EFFECTIVE, AFFORDABLE LOCAL PROMOTION WORLDWIDE

## THE U.S. COMMERCIAL SERVICE'S FEATURED U.S. EXPORTER SERVICE

Do you already know which markets you want to reach, but don't speak the language or are uncertain about how to advertise locally? No problem! The U.S. Commercial Service's Featured U.S. Exporter Service (FUSE) provides U.S. companies with a high-volume, local-language advertising channel in over 60 markets worldwide and in over 15 different languages.

### INCREASE YOUR VISIBILITY WITH LOCAL- LANGUAGE ADS

FUSE is an online directory of U.S. products and services featured on U.S. Commercial Service websites around the world. It gives companies an opportunity to reach prospects in the local language of the target market. How does it work?

- For a low annual subscription rate, your company's profile is featured, in both English and the local language, in the FUSE Directory of the market(s) in which you're doing business.
- Local buyers, distributors and agents see your company's profile and send inquiries to our local office.
- After confirming the local company's viability, purchasing interest, and contact details, we send you the sales lead for follow up.



**U.S. COMMERCIAL SERVICE**  
United States of America  
Department of Commerce

**Featured U.S. Exporters**

**LOCAL PROMOTION,  
QUALIFIED LEADS — EASY**

- Your company's advertisement — translated into the language(s) of your target market(s)
- Featured on high-volume, in-country websites targeting buyers, distributors and agents
- Lead qualification by our in-country trade specialists

### TAILORED SOLUTIONS, SATISFACTION GUARANTEED

Our trade specialists will work with you to ensure that your listing meets your needs. We stand behind the quality of our products and services and are committed to providing you with a first-rate customer experience.

### ACTIVATE YOUR FUSE PROFILE TODAY

Contact us to learn how you can leverage the FUSE Directory. To find the U.S. Commercial Service office nearest you, visit [www.buyusa.gov/home/fuse.html](http://www.buyusa.gov/home/fuse.html) or call us at 800-USA-TRADE.

### CLIENT TESTIMONIAL

Universal Detection Technology (UDTT), a California developer of early-warning monitoring technologies, plans to use FUSE in over 10 markets around the world.

*"The first sale of our bacterial spore-monitoring device was a result of our international awareness, and we plan to continue to seek additional opportunities overseas. We have worked closely with the Commercial Service in the past and look forward to expanding our global marketing efforts with their help."*

— Nima Montazeri, Vice President of Strategic Development, UDTT